

Section 2

DEMOGRAPHIC PROFILE

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POPULATION

Grinnell's population climbed to 9,105 residents in the 2000 census. Over the past two decades, the rate of population growth has been slow. Grinnell realized a 2.3% increase in the 1990s compared with 5.4% for the State of Iowa and 13.2% for the United States. In 1980, Grinnell's population was shown at 8,868 and in 1990 it had grown slightly to 8,902, less than 1% growth. During this same period, Poweshiek County's population decreased by -1.4%. The Office of Social and Economic Trend Analysis (SETA) at Iowa State University estimates Grinnell's population at 9,312 for 2004, a 2.27% increase since 2000.

Table 2.1: Grinnell, Poweshiek County, Iowa Population 1980-2000

	Population			Percent Change		
	1980	1990	2000	'80-'90	'90-'00	'80-'00
Grinnell	8,868	8,902	9,105	0.4	2.3	2.7
Poweshiek County	19,306	19,033	18,815	-1.4	-1.1	-2.5
Iowa	2,913,308	2,776,755	2,926,324	-4.7	5.4	0.4

According to the Iowa League of Cities, there are 950 incorporated places in Iowa. In 2000, Grinnell was the 39th most populous city in the state. Seventeen of the 38 larger cities are associated with the Cedar Rapids/Iowa City, Waterloo/Cedar Falls, Omaha/Council Bluffs, Sioux City, Des Moines, or Quad City metro areas. Grinnell's 1960 rank within the state was 34th.

Table 2.2: Grinnell Population 2000 and 2005 with State Rank

City	2005 Population		2000 Population		Population Change 2000 to 2005			
	Total	State Rank	Total	State Rank	Total #	State Rank #	Total %	Rank %
Grinnell	9,332	39th	9,105	38th	227	47th	2.5%	161

Table 2.3: Grinnell Population Changes 2000-2005

City	2005	2004	2003	2002	2001	2000	# Change	% Change
Grinnell	9,332	9,312	9,200	9,099	9,114	9,105	227	2.5%

For the purpose of this parks planning process, it may be helpful to briefly examine the population beyond the corporate limits. There are many city services such as library, parks, recreation, and emergency services that are made available to the residents of the community that do not live in the corporate limits. Using information for the 50112 zip code, we can show that the area had a population of 11,359 in 2000. The median age for the area was 36.3 years. One noteworthy item for this area is that the 55+ age cohort is projected to increase 28.6% from 2000 to 2010.

Census figures for Grinnell include a portion of the Grinnell College students. It is unknown how well the 2000 Census accounted for the student population; however the age distribution table below would indicate that a significant portion of the estimated 1,300 students were counted. The presence of Grinnell College certainly accounts for the narrow age cohort of 20-24 comprising 13% of the population. It is also noteworthy that Grinnell has 19% of its population over the age of 65 years compared to 12.4% nationally.

Table 2.4: Grinnell Age Distribution

Total	Under 20	20-24	25-44	45-64	65-84	85+
9,105	2,463	1,212	2,018	1,730	1,320	362
100%	27%	13%	22%	19%	15%	4%
# Male	1,225	563	995	815	513	88
#Female	1,238	649	1,023	915	807	274
% Male	49.7%	46.5%	49.3%	47.1%	38.9%	24.3%
%Female	50.3%	53.5%	50.7%	52.9%	61.1%	75.7%

The racial makeup of the city in 2000 was 96.1% Caucasian, 1.4% African American, 0.6% Native American, 2.8% Asian or Pacific Islander, 0.6% from other races, and 1.3% from two or more races. 1.6% of the population was Hispanic or Latino of any race.

HOUSING

Grinnell's population density in 1990 was 2,347 persons per square mile, one of the highest densities of any rural community in Iowa. In 2000, that density measure had dropped to 1,826 per square mile. Grinnell has approximately 5.0 square miles within its corporate limits. There were 3,725 housing units at an average density of 747 per square mile. There were 3,498 households, of which 27.5% had children under the age of 18 living with them, 47.2% were married couples living together, 9.5% had a female householder with no husband present, and 40.9% were non-families. 34.7% of all households were made up of individuals and 16.4% had someone living alone who was 65 years of age or older. The average household size was 2.23 and the average family size was 2.84. The average household size for renter-occupied housing units was 1.96 and the average size for owner-occupied units was 2.37.

According to the US Census, from 1990 to 2000 Grinnell's housing stock increased by 318 units to a total of 3,725. During this same time Grinnell's population grew by 2%, this 9% increase in housing supports earlier information that the density of the community is decreasing. Due to an organized effort by several parties, low interest rates, and a robust economy in the early to mid 1990s, a significant amount of new housing was constructed from 1997 to 2006. With rising interest rates and higher than expected inflation, we will likely see limited growth in new single-family housing units in the near future. Grinnell is also working diligently to limit the construction of single family homes on the periphery of the corporate limits. This effort may help to add more housing units in the corporate limits. At the time of the 2000 census, there was a 6% vacancy rate (227 units) and was nearly twice the rate of the 1990 census. This observation is supported by comments from local landlords. Homeowner vacancy rates are still very low, 1.2% and the vacancy rate for rental units was 7.3%.

The trend toward smaller household size has likely had more impact on the number of housing units than the modest population increase over the past decade. Given that Grinnell's average

persons per household has dropped from 2.84 in 1990 to 2.23 in 2000, an average household size of 2.0 is reasonable for the next 10 to 20 years; however we are likely close to reaching a low point with this number.

Table 2.5: Housing Demand Forecast

	2000	2010	2020
Population	9,105	10,116	10,647
Desired # Units	3,575	4,567	5,356
Units in 2000	-3,725	-3,725	-3,725
Demand Increase	-150	842	1,631

Both in 1990 and 2000, the census showed that 71% of Grinnell's housing comprised of single-family homes. With the construction of two large apartment complexes, the city's calculated percentage of single-family homes had dropped to 66% by 2001. The 2000 census reported that Grinnell's housing units were two-thirds owner occupied and one-third rental. Traditionally, Grinnell's owner occupied homes have been single-family detached. Increasingly, these owner occupied units are townhouses, condominiums, and duplexes. Many of these are associated with either Seeland Park or Mayflower Homes, providing a quality housing choice for the elderly and empty nesters. Many demographic experts, sociologists and planners are predicting a shift from traditional single-family units to lower maintenance cluster or shared wall housing units. Many urban areas are scrambling to increase these types of housing units while preparing for what many believe to be an excess of traditional single-family units. Based on projections for the population of Grinnell, the demand for townhouse and condominium units will increase over the next ten to twenty years, peaking in about 2020.

INCOME, EMPLOYMENT, AND EDUCATION

The median income for households in the city was \$35,625 and the median family income was \$48,991. Males had a median income of \$33,956 versus \$23,864 for females. The per capita income for the city was \$17,939. 13.3% of the population and 8.9% of the families were below the poverty line. 16.1% of those under the age of 18 and 8.1% of those 65 and older were living below the poverty line.

Table 2.6: Median Household Income 1980-2000 Current and Constant Dollars

	In Current Dollars			In Constant 2000 Dollars		
	1980	1990	2000	1980	1990	2000
Grinnell	\$16,155	\$25,504	\$35,625	\$32,905	\$33,379	\$35,625
Poweshiek County	\$15,566	\$26,063	\$37,836	\$31,705	\$34,110	\$37,836
Iowa	\$16,799	\$26,229	\$39,469	\$34,216	\$34,327	\$39,469
United States	\$16,647	\$30,056	\$41,994	\$33,907	\$39,336	\$41,994

College graduates comprised 31.3% of the population in Grinnell age 25 and over in 2000. This compares to 24.8% for the county and 28.6% for the state. The number of residents in Grinnell with at least a high school education increased from 4,394 (84.1%) in 1990 to 4,661 (85.4%) in 2000.

Table 2.7: Education Attainment Levels 1990 and 2000

	Grinnell		Poweshiek County		Iowa	
	1990	2000	1990	2000	1990	2000
Population Age 25+	5,226	5,457	11,992	12,176	1,776,798	1,895,856
Less Than High School	832	796	2,204	1,615	353,800	263,436
Some College, No Degree	749	1,004	1,742	2,369	302,600	405,748
Four-Year College Degree	1,563	1,707	2,574	3,014	436,030	542,730
Graduate or Professional Degree	578	590	756	828	92,123	123,740

A significant portion of Grinnell's population age 16 and over is employed as Management, Professional or Related Employment, 33.4% (see Table 2.8). This figure appears accurate with Grinnell College, Grinnell Mutual Reinsurance Company, and Grinnell Regional Medical Center serving as three of the largest employers in the community. The low percentage of persons employed in the Farming occupation category seems very low; however only those raising livestock, row crops or other agricultural commodity are accounted for in this category. This would not include those working in the handling or processing of those crops.

Table 2.8: Occupation of the Employed Population 2000 - Grinnell

Area	Employed Civilian Population 16 Years and Over													
	Total	Management and Professional		Service		Sales and Office		Farming, Fishing and Forestry		Construction , Extraction, and Maintenance		Production Transportation , and Material Moving		
		#	%	#	%	#	%	#	%	#	%	#	%	
Grinnell	4,620	1,543	33.4%	930	20.1%	991	21.5%	8	0.2%	248	5.4%	900	19.5%	

RETAIL TRADE ANALYSIS

A comprehensive understanding of the retail trade analysis is useful for this park planning effort due to the insight it gives us into peoples' willingness to travel to satisfy their retail needs. Since securing these services and goods is often done with leisure time and excess buying power, certain observations may be made and applied to city's park and recreation services.

We will focus on one retail trade analysis tool, pull factors. The pull factor is a proxy for trade area size. It is derived by dividing the per capita current dollar sales for a community by the state's per capita sales. For example, if a city's per capita sales are \$18,000 and the state's is \$9,000, the pull factor is 2.0. The interpretation is that the city's retail sector serves 200% of the city's population. For the purpose of this park planning effort, it may be useful to examine retail categories. Communities with similar populations as Grinnell tend to see pull factors of 1.0 to 1.2. 1.0 represents no retail leakage and no surplus. The lower the number the greater the leakage and higher numbers express retail surplus.

We should state early that the student population at Grinnell College will influence all the discussions under this heading. A study by Iowa State University indicates that college students spend only half as much as do the full-time residents. The student enrollment is counted as part of the population in this analysis.

Table 2.9: Grinnell Retail Sales Information 1980-2004

	FY 1980	FY 1990	FY 2000	FY 2003	FY 2004
Total Taxable Retail Sales (\$000,000)	\$47.58	\$90.63	\$68.91	\$68.23	\$66.52
Constant \$ Taxable Sales (\$000,000)	\$113.67	\$131.78	\$75.57	\$69.51	\$66.52
Number of Firms	282	282	314	304	308
Current \$ Sales Per Firm	\$168,865	\$321,387	\$219,465	\$224,796	\$215,801
Constant \$ Sales Per Firm	\$403,451	\$467,299	\$240,679	\$229,024	\$215,801
Current \$ Sales Per Capita	\$5,394	\$10,184	\$7,569	\$7,464	\$7,220
Constant \$ Sales Per Capita	\$12,888	\$14,808	\$8,300	\$7,604	\$7,220
Pull Factor	1.20	1.57	0.79	0.76	0.73

As you can see from Table 2.9, the constant taxable retail sales have decreased sharply since 1980. As would be expected, the city's pull factor also decreased from 1.20 to 0.73 over this period. This is likely the result of two factors. First, local shoppers are purchasing more products online, through catalogs, and traveling to other locations. Second, fewer people are traveling to Grinnell from outside the community to shop in Grinnell. This information alone is not extremely useful when preparing a parks plan, however information on specific merchandise categories presented below provides more insight.

Table 2.10 on the following page gives 1980-2004 retail sales information by merchandise category. There are several very noteworthy figures in Table 2.10. The most significant are the pull factors for Eating and Drinking Establishments. The pull factor for this category has climbed from 1.02 in 1980 to 1.23 in 2004. This shows that Grinnell not only provides a high level of service to local residents, but also to a sizable population from outside Grinnell. This may also indicate that other leisure services, such as parks, are being highly utilized by non-residents. Further, improvements to our park system will likely strengthen this pull factor even more, creating an even more vibrant entertainment environment.

Two other interesting figures from above are the pull factors for Building Stores and Home Furnishings. Current pull factors for these two categories are 0.21 and 0.49 respectively, down from 0.73 and 0.86 in 1980. These establishments tend to provide goods that involve some level of financial preplanning on the part of the consumer and due to the higher costs likely encourage more comparison shopping which is often done in urban centers.

Table 2.10: Retail Sales Information by Merchandise Category 1980-2004

Merchandise Category	Measure	FY 1980	FY 1990	FY 2000	FY 2003	FY 2004
Apparel (\$000,000)	Constant \$ Sales	\$4.33	\$2.77	\$1.85	\$1.12	\$1.29
	# Firms	14	12	6	6	7
	Pull Factor	1.49	0.99	0.83	0.51	0.58
Building Stores (\$000,000)	Constant \$ Sales	\$5.23	\$5.10	N/A	\$2.04	\$1.43
	# Firms	8	6	N/A	6	6
	Pull factor	0.73	1.10	N/A	0.32	0.21
Eating / Drinking (\$000,000)	Constant \$ Sales	\$7.25	\$7.27	\$10.13	\$9.68	\$9.88
	# Firms	18	23	22	25	26
	Pull Factor	1.02	0.93	1.24	1.23	1.23
Food Stores (\$000,000)	Constant \$ Sales	\$30.13	\$27.74	\$24.81	N/A	N/A
	# Firms	8	8	6	N/A	N/A
	Pull factor	1.84	1.77	1.77	N/A	N/A
General Merchandise (\$000,000)	Constant Dollar Sales	\$12.90	\$16.02	\$17.73	\$17.17	\$17.27
	# Firms	8	9	7	7	7
	Pull Factor	1.37	1.45	1.25	1.17	1.17
Home Furnishing Stores (\$000,000)	Constant \$ Sales	\$3.18	\$1.44	\$3.03	\$2.02	\$1.96
	# Firms	10	6	11	9	9
	Pull Factor	0.86	0.46	0.75	0.65	0.49
Specialty Stores (\$000,000)	Constant \$ Sales	\$11.19	\$6.90	\$4.64	\$4.10	\$3.67
	# Firms	45	49	60	60	65
	Pull Factor	1.53	1.00	0.65	0.63	0.53
Service Stores (\$000,000)	Constant \$ Sales	\$7.51	\$9.06	10.89	\$11.63	\$11.59
	# Firms	81	85	100	98	100
	Pull Factor	0.80	0.82	0.88	0.99	1.01
Wholesale Stores (\$000,000)	Constant \$ Sales	\$23.73	\$3.37	\$5.06	\$4.08	\$3.68
	# Firms	28	27	22	21	18
	Pull Factor	1.40	0.41	0.58	0.56	0.53

In summary, retail sales information for parks is obviously not available; however the city's parks are certainly an important part of our local economy. The information above shows that while the community has significant retail leakage, procurement of certain goods and services have local preference. These numbers may support the assumption that Grinnellians rely heavily on the park system for day to day recreation. In addition, many residents of the larger community also use these parks for the same purposes. These figures also support the common sense notion that the city parks are not used for larger recreational purchases, extended vacations for example. These services are procured in larger urban areas, the mountains, and near large

bodies of water. One notable exception might be persons of low income and elderly. As transportation costs continue to skyrocket, more and more people may be looking locally for these larger recreational opportunities.

TREND ANALYSIS, OBSERVATIONS, AND CONCLUSION

In 1900, Iowa was the 10th most populous state and by 2000 its rank was 30th.

The city of Grinnell's population will increase modestly in the future. It is unlikely that the population density will decrease as sharply as it has in the past 30 years; however without a concerted effort to better utilize property currently in the city population density will not increase. Substantial annexation of agricultural property will artificially lower population density numbers. Annexation of agricultural property may be necessary to influence future land use on these parcels.

The percentage of persons 65 and older will increase over the next twenty years; however the age distribution will remain similar to current trends.

The high cost of personal transportation will also impact our community in the coming years. Lower income families will rely more on local facilities for shopping and recreation. Even travel for the middle income will reduce in volume, allowing for better utilization of local facilities. Communities of the future will not be designed around the personal automobile.

Grinnell will be strengthened as a regional shopping destination. The large amount of retail leakage will be reduced, unfortunately at the expense of some of the other small cities in the area.

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